



Program Book

Community Service Project

AP STATE COUNCIL OF HIGHER
EDUCATION

A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH



Program Book

Community Service Project



**AP STATE COUNCIL OF HIGHER
EDUCATION**

[A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH]

COMMUNITY SERVICE PROJECT

ON

A STUDY ON VEGETABLES MARKETING

Submitted by

MADALA. NANI BABU

ID NO : 120130803096

Under the supervision of

Mr.B. N. Murthy

Assistant professor



DEPARTMENT OF COMMERCE

MRS. A. V. N. DEGREE COLLEGE VISAKHAPATNAM

SEPTEMBER 2022

**MRS. A. V. N. DEGREE COLLEGE
VISAKHAPATNAM
DEPARTMENT OF COMMERCE**



DECLARATION

I declared that this community service project entitled **Vegetables marketing** has been carried out by me and work, or part thereof, has not been submitted for the Award of any degree of project or any other college

M. NANI BABU

3rd B. Com (EM)

Signature of the student

MRS . A . V . N . DEGREE COLLEGE , VISAKHAPATNAM

DEPARTMENT OF COMMERCE



CERTIFICATE

This is to certify that the community service project entitled **Vegetables Marketing**

a confide record of project work done by **M NANI BABU (ID NO120130803096**
In the department of commerce, **MRS. A. V. N. DEGREE COLLEGE ,**
Visakhapatnam 530001.

Project Mentor,
MR. B. N. Murthy
Assistant professor,
MRS. A. V. N. DEGREE COLLEGE
Visakhapatnam 530001

Program Book for Community Service Project

Name of the Student: Madala. Nani Babu

Name of the College: Mrs. A.V.N. College

Registration Number: 120120803096

Period of CSP: 2 Months From: 1-10-22 To: 10-11-2022

Name & Address of the Community/Habitation: No: 26, MVP Double Rd,
Sector 6. (Rythu Bazar),
MVP Colony, Visakhapatnam,
Andhra Pradesh - 530017.

Community Service Project Report

Submitted in accordance with the requirement for the degree of

Name of the College: MYS. A.Y. N College

Department: Commerce

Name of the Faculty Guide: Mr. B. N. Murthy

Duration of the CSP: From 10/11/22 To 10/11/22

Name of the Student: Modala. Nani babu

Programme of Study (B.Com) - Vegetable Marketing

Year of Study: 2020 - 2021

Register Number: 120130803096

Date of Submission: 15-11-2022

Student's Declaration

I, M. Nani Babu student of C.S.P. Program, Reg. No. 12020202020202 of the Department of English in M.A. / A.N.A. College do hereby declare that I have completed the mandatory community service from 10/01/22 to 10/22/22 in M.P. / M.K. / M.S. (Name of the Community/Habitation) under the Faculty Guideship of G.N. Murthy (Name of the Faculty Guide), Department of Commerce in M.A. / A.N.A. College

M. Nani Babu
(Signature and Date)

Endorsements

G.N. Murthy
Faculty Guide

[Signature]

Head of the Department

[Signature]
Principal

Certificate from Official of the Community

This is to certify that Madal. Nani. Babu (Name of the Community Service Volunteer) Reg. No. 12.03.050309 of M.V.N. College (Name of the College) underwent community service in Rythu. Dava. (D.V.P.) (Name of the Community) from 12/12/2021 to 12/11/2022.

The overall performance of the Community Service Volunteer during his/her community service is found to be Good (Satisfactory/Good).


Authorized Signatory with Date and Seal

**Panchayat Secretary
Marrivada
Koyyuru Mandal
Alluri Sitharamaraju Dist.**

ACKNOWLEDGEMENTS

I am glad to render my thankful Acknowledgements to the Apsette for giving this wonderful opportunity to us. am in also thank full to the Andhra University.

Sincerely Acknowledge thanks to 'Mrs. Simhadri naidu' principal of Mrs. A.V.N College for giving me an opportunity to work on this project.

I take this opportunity to Express my hearty thanks to our Community members who have helped me in this Survey project and I would like to thank Mr. B.N. Murthy for motivating me.

I would like to acknowledge my sincere thanks to my mentor .Sri B. N. murthy for have inspired guidance and suggestion during the progress of my project finally I would like to my project to thank my team members and my parents for extended co-operation, unconditional support and encouragement.

CHAPTER 1: EXECUTIVE SUMMARY

The community service report shall have only a one-page executive summary. It shall include a brief description of the Community and summary of all the activities done by the student in CSP and five or more learning objectives and outcomes.

Brief Description of the Community:

Rythu Bazar is a Neighbourhood in the city of Visakhapatnam. The Neighbourhood is considered as the located residential area of the city. It is located with in the MVP Dastur Road Junction, Visakhapatnam. Which is responsible for the closet to the MVP colony.

Summary of the activities done:

Rythu Bazar is covered under Community Service project. The Neighbourhood vegetable shop have been visited and questioned about their history way of living, facing facts about their service.

A survey report has been. The area of Rythu Bazar regarding vegetable marketing, the advantages & disadvantages they face.

Learning Objectives and Outcomes:

- * Role of government in the phase of vegetable marketing
- * The Role of whole sales in the in phase of vegetable marketing.
- * The Advantages & disadvantages by the local vegetable vendors and the outcomes they face.

CHAPTER 2: OVERVIEW OF THE COMMUNITY

- About the Community/Village/Habitation including historical profile of the community/habitation, community diversity, traditions, ethics and values.
- Brief note on Socio-Economic conditions of the Community/Habitation.

About the Community:

Rythu Bazar is a Neighbourhood in the City of Visakhapatnam. This Bazar have been considered as the major residential area in the district. It is located in the Mvp. Colony. of the Greater Visakhapatnam Municipal Corporation, which is responsible for the Rythu Bazar and it is located about 14.7 km from Visakhapatnam airport and about 6 km from Railway Station. It lies to the North-west of Visakhapatnam city and its loosely bordered by Maddilapalem to the south and Mvp to the East Gopalapatnam to the west, of the mvp. South east. Rythu Bazar is well connected to most location of the city by the State owned bus service.

APSRTE Routes : via mvp colony [Rythu Bazar]

9001 → RTC complex → water → mvp colony

900 → Maddilapalem → mvp colony.

Historical profile of the Community:

Visakhapatnam history goes back to the Sixth Century BC its name can be found in Hindu and Buddhist text that date back to ancient times. Visakhapatnam history proves that mvp colony (Rythu Bazar) has been a live one in the city of Visakhapatnam.

CHAPTER 3: COMMUNITY SERVICE PART

Description of the Activities undertaken in the Community during the Community Service Project. This part could end by reflecting on what kind of values, life skills, and technical skills the student acquired.







Activities undertaken in the Community during the Community

Service project:

Ground verified: As a part of the Community Service project all the vegetable shops have been identified and where visited for the purpose of the enquiry. The vegetable shop have been classified on the basis of area, of establish meet. The size of their operation and the amount of volunteers. They operates the shops where also categorised on the basis of years of experience. The Enquiry has been done about the facilities. They operate, the volume of customer daily. The community service project end has been know strategies.

Name of the business	Volume of customer daily	Volume of kg's sold	Earning per daily (Revenue)
KR vegetable market	100 customer	60 kg	₹ = 5,000
Charu. vegetable	50 customer	50 kg	₹ = 2,000
MR. hyper market	200 customer	100 kg	₹ = 8,000
K.C. Square	200 customer	5 kg	₹ = 1,000
Raju fruits & vegetable	200 customer	80 kg	₹ = 7,000
PKK fresh vegetable	400 customer	120 kg	₹ = 6,200
Ravi vegetables	190 customer	35 kg	₹ = 9,500

ACTIVITY LOG FOR THE FIRST WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Identified the vegetable market in the community as part of community service project.	Identified of the vegetable market.	
Day - 2	Analysed the local market and the facilities they are having	Knowing the facilities of the local market	
Day - 3	prepared a questionnaire to survey the vegetable market in Kithu Nuzi	The Advantages they face due to improved business	
Day - 4	visited the first shop and surveyed as per the questionnaire. at vegetable market.	The advantages the customers get due to fresh vegetables.	
Day - 5	visited the second shop and surveyed as per the questionnaire about vegetables.	questionary project with a view to improve the survey	
Day - 6	visited the third shop and surveyed as per the questionnaire in hyper market.	In community being the dominated hyper market-	

WEEKLY REPORT

WEEK - 1 (From Dt. 1.11.22. to Dt. 6.11.22.)

Objective of the Activity Done:

To find out the vegetable







Detailed Report:

Market. As part of Community Service project, the local market and the part time vegetable vendors, have been enquired, at the start of this project. The local vegetable shop, have been identified found. Their ways and means for doing business and then prepared a check list and a questionnaire to check whether all the facilities are being set out. Then visited the first vegetable shop & R vegetable shop enquired. The owner about how they have customer how they set vegetables.

The time of storing them, the business strategies they have used, how they face the competition in the market the vegetables

market are asked by the customer. At the time of visit - the second one and third shop owners were also enquired in the same week and prepared a on the problem & Advantages they face in the market.

ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Preparation of detailed report of week 1 as part of Community Service.	Analysed the detailed report	
Day - 2	Visited the fourth shop and surveyed as per the questionnaire, K.R. Square.	The drawback they are facing due to low customers.	
Day - 3	Analysis of the first four shops and comparing the per cent crops.	An overview of the locality vegetable marketing	
Day - 4	Visited the fifth shop and surveyed them as per questionnaire. Rages fruits & vegetables	They gain a lot of customers more due to implementation	
Day - 5	Visited the sixth shop in the locality and surveyed as per questionnaire.	The drawback due to low sale and the survival.	
Day - 6	Preparation of detailed report of week 2 as part of Community Service.	Analysed the detailed report.	

WEEKLY REPORT

WEEK - 2 (From Dt. 11/12/22 to Dt. 16/12/22)

Objective of the Activity Done:




Visited the market of Enguined

Detailed Report:

As the week 1 is completed for analysis the Enguined, the starting of the week is began with the preparation of a detailed report for the first week as a part of detailed report the way we need to behave with customer to gain good will in the increased competition.

then visited the fourth shop of Enguined as per the questionnaire. then analysed the first 4 shops and identified the difference between them the plus they different here and the minus they get. then visited the fifth and sixth vegetable shop as part of the community service project. Evaluated the importance of vegetable marketing to them. then prepared a detailed report for the week 2 as part of the community service project, the importance of vegetable marketing has been taught to all the vendor so that they have the ability to do new down to their business from smoother and better.

ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Educated the local market with the important of role of government	Importance of the Government	
Day - 2	Educated the local market people with advantages of vegetables marketing.	The drawback they are facing due to low customers.	K.P. USHA
Day - 3	Analysis of the first four shops and comparing the per of cops	An overview of the locality vegetable marketing	
Day - 4	Visited the fifth shop and surveyed them as per questionnaire Reju fruits & vegetables.	They are getting lot of customer because due to implementation	K.P. USHA
Day - 5	Visited the sixth shop in the locality and surveyed as per questionnaire	The drawback due to low sale and the seasonal	
Day - 6	preparation of detailed report of week 2 as part of Community Service	Analysed the detailed report.	S. Rejish

WEEKLY REPORT

WEEK - 2 (From Dt. 11/10/22. to Dt. 17/10/22.)

Objective of the Activity Done:







visited the market of Enquired

Detailed Report:

As the week 1 is completed for Analyzing the Enquiry, the starting of the week is began with the preparation of a detailed report for the first week as a part of detailed report the facilities of business are know and understand. The way we used to behave with customer to gain good will in the increased Competition.

Then visited the fourth shop of Enquired as per the questionnaire. Then Analyzed the first 4 shops and identified the differences between them the plus they have and the minus they. get then visited the fifth and sixth vegetable shop as part of the Community Service project. Evaluated the importance of vegetable marketing to them. Then prepared a detailed report for the week 2 as part of the Community Service project, the importance of vegetable marketing has been taught to all the vendors, so that they have the ability to do their business smoother and better.

ACTIVITY LOG FOR THE THIRD WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Collected the local market with the importance of role of government	Importance of the government	
Day - 2	Identified the skills of corporate business with the local shops to gain business	Corporate style of doing business	
Day - 3	prepared a report regarding the short term and long term goals the market.	short term & long term goals of the market.	
Day - 4	prepared a report regarding skilled of corporate business with the local shops to gain business.	Advantages of vegetable marketing	
Day - 5	visited the tenth shop & surveyed as per the questionnaire.	A business with medium revenue.	
Day - 6	visited the eleventh shop and surveyed as per the questionnaire.	A high range customers with whole sale ideas.	

WEEKLY REPORT

WEEK - 3 (From Dt. 19/10/22 to Dt. 23/10/22.)

Objective of the Activity Done:

Introduction the role of government

Detailed Report:

The role of government in vegetables marketing has been introduced. The government plays a vital role in the buying patterns. By the vendor from the farmers in modelised & moderated by the government, enables the measures to take strict and stringent rules to safeguard the interest of both the business and the customers.

The importance of the government and the role the government plays has been taught to the local markets then visited the denths and clovenths shops to ask them as per questionnaire the response is sold down and has been compared with the previous week report. The report has been prepared and understand the importance of Establishment of the local market as part of our Geo system. The local market in panna market as well established as they were in good position of well service with the customers.

ACTIVITY LOG FOR THE FOURTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	preparation of detail report of week was part of the Community Service project	Analysed the detailed report	<i>Fauz. Khan</i>
Day - 2	implemented the basis of vegetables marketing and should the improvements.	Advantage of vegetable marketing.	<i>Logan</i>
Day - 3	prepared an result set through the implementation of Community Service project	Report prepared and implemented	<i>Jalwan</i>
Day - 4	Visited the other shops and surveyed as per the questionnaire	A shop which taught the importance customers	<i>Man Khan</i>
Day - 5	preparation of detailed report of week as part of the Community service project.	preparation of detailed report.	<i>Nimble</i>
Day - 6	Community the prepared a detailed report as required for the Community service project	Completed the whole reported inferred the role of government	<i>Fauz. Khan</i>

WEEKLY REPORT

WEEK - 4 (From Dt. 22/10/21. to Dt. 28/10/21.)

Objective of the Activity Done:

Conclusion of the Activity

Detailed Report:

As part of the Community Service project the detailed report for the week has been prepared and also the detailed report has been compared with the previous reports, the answers for the questionnaire is week four are compared with the previous weeks the report includes one the advantages and disadvantages enjoyed by the local markets.

The other shops has been visited as part of the Community Service project it has been Enquired as per the questionnaire, the questionnaire has been Answered by the visited shops in all the market. The answers they gave have been formed part of the main project the role of played vital and a lot of the Community Service project the role of government has been taught to be taught to the local business to play their role to deal with customers.

CHAPTER 5: OUTCOMES DESCRIPTION

Details of the Socio-Economic Survey of the Village/Habitation. Attach the questionnaire prepared for the survey.

The Survey has been implemented successfully and the local market in pome, market have been Enguised of the culture, ethics, values of the locality have been up kept. The local market said about their disadvantage they face, the support, they needed and the need of the government in their daily business.

Questionary prepared for the Survey :

- ① The price of the vegetable how they fix?
- ② The Advantage they get from vegetable marketing
- ③ How they manage their life?
- ④ How they deal with rippen vegetable
- ⑤ How they treat the perishable goods?
- ⑥ How government aid them with facilities
- ⑦ How they fix the marketing
- ⑧ How they to deal with customer
- ⑨ How they treat shank days?
- ⑩ How they safeguard their business
- ⑪ How they survive in the heavy competition.

Describe the problems you have identified in the community

The Community has been well established and is well managed by the citizens of Ryther Bazar. Although it is well established there are many problems that the Community is with there includes the increased competition among the business people. The area has been developing and at the same time there have more & more business visiting in the locality.

Due to increased business competition the sale has been reducing gradually with low profits. On the other hand the prices are also decreasing as they are in a stage of perfect competition. The increased competition has begun the introduction of the corporate style of business into practice. The government has not been able to control the increased competition as it is an unregulated market. The problem of survey is affecting heavily the locality of the Ryther Bazar. The government aided it by supplying the vegetable at a low price. The individual due to ease of investment all not able to cause of investment are not able to concentration.

Short-term and long term action plan for possible solutions for the problems identified and that could be recommended to the concerned authorities for implementation.

Short term action plan recommendation

- * The Existing Business and to regulate the new and upcoming Business in the same locality.
- * To eliminate the middlemen so as to get the vegetable at low cost, so that they come gain margin.
- * The government need to take action plan to the where other given path, to eliminate cooperation.
- * There should be proper measures to take off the weather vegetable at to market proper use of it.
- * The should be implement of awareness among the customers about the healthy food.

Long term Action plan recommendation.

- * The government has to regularly check the activities of the middle man, so as to restrict them.
- * The government has to conduct awareness programme on vegetable marketing so as to educate both the farmers of the customers.

Description of the Community awareness programme/s conducted w.r.t the problems and their outcomes.

The Community awareness programme has been an important step taken to impart communication skill with a student which is very important for their growth. The problem one knows as we imparted with this, and there can solution for their problem.

The Community awareness program brought out the problem the locality is facing due lack of proper well and unregulated market there can be both short term and long term goals to bring out the solution to the problem. That one being put by the community. The outcomes are independent of the problems faced by the community, as the individual shop has by the community, as the problem and the money solution that can bring a major change is to be taken by the government to take measures in the existence of middle men and to provide proper cold storage facilities for the storage of vegetables. The demand for the vegetables will be for the whole year. Here the demand.

Report of the mini-project work done in the related subject w.r.t the habitation/village.

A mini-project work in the related subject w.r.t the habitation/village. (For ex., a student of Botany may do a project on Organic Farming or Horticulture or usage of biofertilizers or biopesticides or effect of the inorganic pesticides, etc. A student of Zoology may do a project on Aquaculture practices or animal husbandry or poultry or health and hygiene or Blood group analysis or survey on the Hypertension or survey on the prevalence of diabetes, etc.

The Report shall be limited to 6 pages.

Vegetable marketing plays a vital role in the new-market areas as the demand for the vegetable one there for the whole year where as the crop is grown once. But it has to be supplied for the whole year hence proper vegetable marketing techniques have to be implemented, so as to safe guard the interest of the Consumers. As part of the programme a Community service project has been undertaken and has been used as a workshop to introduction the impact of vegetable marketing.

CHAPTER 6: RECOMMENDATIONS AND CONCLUSIONS OF THE MINI PROJECT

Through this Community Service project we implement the skill of communication with the local people. we imparted to provide understanding as the bill goal as well need to visit the local area and need to visit different kinds of people. Communication skills played a vital role in the process of CEP. I came to know how to deal with different kinds of people and how to face customers who have different mindsets.

Technically we do a business which has been a difficult phase to lead in life working under a person has been different from coming a business. the people have to mould themselves in order to gain customers and improve their business hence. the value of ethics learnt through the Community Service project and technical skills imparted by the Community Service project would be an advanced feature to the students to reach their goals in the future.

Student Self-Evaluation for the Community Service Project

Student Name: Madhvi Navitkar

Registration No: 120130503096

Period of CSP From 1/10/22 to 10/11/22

Date of Evaluation 11/11/22

Name of the Person in-charge:

Address with mobile number: Pimp Colony, D/20, Pimpri, Viskhapuram

Please rate your performance in the following areas:

Rating Scale: 1 is lowest and 5 is highest rank

1) Oral communication	1	2	3	4	5
2) Written communication	1	2	3	4	5
3) Proactiveness	1	2	3	4	5
4) Interaction ability with community	1	2	3	4	5
5) Positive Attitude	1	2	3	4	5
6) Self-confidence	1	2	3	4	5
7) Ability to learn	1	2	3	4	5
8) Work Plan and organization	1	2	3	4	5
9) Professionalism	1	2	3	4	5
10) Creativity	1	2	3	4	5
11) Quality of work done	1	2	3	4	5
12) Time Management	1	2	3	4	5
13) Understanding the Community	1	2	3	4	5
14) Achievement of Desired Outcomes	1	2	3	4	5
15) OVERALL PERFORMANCE	1	2	3	4	5

Date: 22/10/22

M. Navitkar

Signature of the Student

Evaluation by the Person in-charge in the Community/Habitation

Student Name: Madhuj. Nani babu

Registration No: 120130803096

Period of CSP: From 1/10/22 To 10/11/22

Date of Evaluation: 11/11/22

Name of the Person in-charge: S. Towade Kumar

Address with mobile number: MVP Colony, Dytho Bazar, Visakhapatnam

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

1) Oral communication	1	2	3	4	5
2) Written communication	1	2	3	4	5
3) Proactiveness	1	2	3	4	5
4) Interaction ability with community	1	2	3	4	5
5) Positive Attitude	1	2	3	4	5
6) Self-confidence	1	2	3	4	5
7) Ability to learn	1	2	3	4	5
8) Work Plan and organization	1	2	3	4	5
9) Professionalism	1	2	3	4	5
10) Creativity	1	2	3	4	5
11) Quality of work done	1	2	3	4	5
12) Time Management	1	2	3	4	5
13) Understanding the Community	1	2	3	4	5
14) Achievement of Desired Outcomes	1	2	3	4	5
15) OVERALL PERFORMANCE	1	2	3	4	5

Date: 22/10/22

13 N. Murthy
Signature of the Supervisor

Questionnaire

1. How did you conceive the business idea for selling vegetables ?

- (A) Success of others sellers
- (B) Self interest
- (C) Ideas of family members/others

2. For how long do you deal in this line of business ?

- (A) 0-5 years
- (B) 5-10 years
- (C) 10-15 years
- (D) 16 and above

3. What is your investment

- (A) Upto 50,000 - 1,00,000
- (B) 1,00,000 - 1,50,000
- (C) 1,50,000 - 2,00,000
- (D) Above 2,00,000

4. Do you have own warehouse ?

- (A) YES
- (B) NO

5. Do you have own building for your shop ?

- (A) YES
- (B) NO

6. What is the suffered from loss in your business in the past years ?

- (A) YES
- (B) NO

7. If yes, what was the reason for such loss ?

- (A) Increase of operating Expenses
- (B) Decline of Sale
- (C) Decline in price
- (D) Heavy Competition

8. How do you take steps to retain the customers ?

- (A) By credit sales
- (B) By price reduction
- (C) By offering free door delivery
- (D) Any other

9. Do your customers bargain with you for reduction of price ?

- (A) At time
- (B) Always
- (C) Never

10. From whom you usually purchase the vegetables

- (A) From farmers
- (B) From wholesale
- (C) From Commission agents
- (D) From all the sources

11. Do you purchase from your neighbouring shops in emergency time ?

- (A) YES
- (B) NO

12. What is the major problem in the credit purchase ?

- (A) Shorter Credit Period
- (B) Strict Terms & Conditions

13. Who are your regular customers ?

- (A) Monthly Salary earning persons
- (B) Daily wages earning labourers
- (C) Both

